

Changes continue to occur in our economy. Economic uncertainty seems a constant for many businesses requiring careful consideration when making decisions in every aspect of their business. When surveying local business on topics for our 3rd annual installment of the "Edge" series the message among business is clear... let's get back to basics.

Our lineup this year is just what you've asked for with what we hope is a clear progression of weekly topics that build on one another starting with the most basic and IMPORTANT of business necessities, Customer Service.

Our series will lead you from what's working in customer service to hiring the right fit (and what it costs you if you don't).

Thinking of hiring? We have some great tools to help offset the cost of training a new employee and grant funds to upgrade the skills of your existing staff.



So... now that your staff is on board and fully trained, let's talk about expanding that business of yours. Learn to use these documents as a tool to guide your business decisions. Learn what lenders are looking for, how to access dollars, and options that may fill in the gaps when traditional lending isn't an option for you.

Our grand finale, Social media and web design! Get answers about social media and how to connect the dots from sites like Facebook to the design of your website.

**\*There is no cost to attend.**

**Space is limited - Preregister!**

**Start the New Year off right!  
Register for the *Maintaining an Edge* series sponsored by the Livingston Job Service Employer Council, a Job Service advisory group, and Livingston Job Service.**



### **Workshops at a glance:**

**January 24, 2012**

Customer Service Business Panel

**January 31, 2012**

Hiring - Avoiding Costly Mistakes

**February 7, 2012**

Upgrade Your Workforce  
Incentives and Grants

**February 14, 2012**

Making Dollars and Sense  
Out of Your Financial Statements

**February 21, 2012**

Accessing Capital  
Grow Your Business

**February 28, 2012**

Social Media Marketing and Web Design



6 - 1½ hour Workshops for  
local employers and business  
owners

Tools and information to help:

- Successfully hire and retain employees
- Effectively use financial documents to make educated business decisions and access capital
- Recognize business effect and potential of social media
- Customer Service

Get information from area professionals who can help you maximize your business potential!

**Registration is free and space is limited.**

See inside for complete Workshop descriptions.

# Maintaining a Business Edge Workshops at a Glance:



## Customer Service

January 24, 2012

**Business Panel: Mountain Sky Guest Ranch, Firehall Fitness Center, Joe Bennett (formerly of Albertson's), Yellowstone Country Motors**

Hear from a variety of local leaders in Customer Service. Large and small businesses from our community with a reputation for excellent customer service will discuss their challenges, staff training, and share tips for providing customer service that works in their business. You are sure to find new ideas for your business.

## Hiring

January 31, 2012

**Presenter: Jason Ritchie - Holland and Hart Law Firm**

Jason Ritchie, an attorney specializing in employment law, provides strategies for hiring the right fit for your business. He will also discuss what employers need to know to avoid discrimination when hiring. Finally, Jason demonstrates what turn over REALLY costs your business.



**Upgrade your workforce - Options for training new and existing staff**

February 7, 2012

**Panel: Workforce Services, Mt. Apprenticeship**

Ready to hire, but concerned about the cost of training new staff? Make your decision clearer with federal and state tax incentives

and/or wage subsidies.

Looking for ways to upgrade skills for your existing staff, learn about grants that can pay part or all of the training and travel cost to strengthen your business edge.



**Making Dollars and Sense Out of Your Financial Statements**

February 14, 2012:

**Presenter: Ryan Hansen, Montana Community Development Corporation**



Ryan Hansen, MTCDC and Small Business Development Council, will offer advice and information designed to help business owners understand the meaning and

importance of their financial statements. With a better understanding of these important documents business owners can fine tune their operations to better regulate cash flow, trim overhead and increase the value of their business. This workshop is a must for the business owner who wants the best possible return on their investment.



**For questions or to register for any or all of the presentations that you wish to attend please call 406-222-0520 or email [LivingstonJSC@mt.gov](mailto:LivingstonJSC@mt.gov)**

**Accessing Capital - Grow Your Business**

February 21, 2012:

**Panel:**

**Stuart Leidner, Executive Director - Prospera Business Network**

**Local Lender—To Be Announced**

Learn what lenders are looking for when assessing financial statements and the health of your business. Discover what you can do to increase your chances of a successful loan application. Hear about alternatives to traditional lending, including Park County/ City of Livingston revolving loan fund (RLF).

**Social Media Marketing**

February 28, 2012:

**Presenters:**

**Chieko Horn- H&H Web**



Why are more and more businesses using social media sites to market their business?

You will learn

advanced setup for a Facebook business page, how to create a

social media strategy and integration for

your business, and receive tips for

utilizing your page successfully.



**Presentations are Tuesdays, 9:30 a.m.-11:00 a.m. at the Park County/Livingston Public Library**